

FIGURE 1

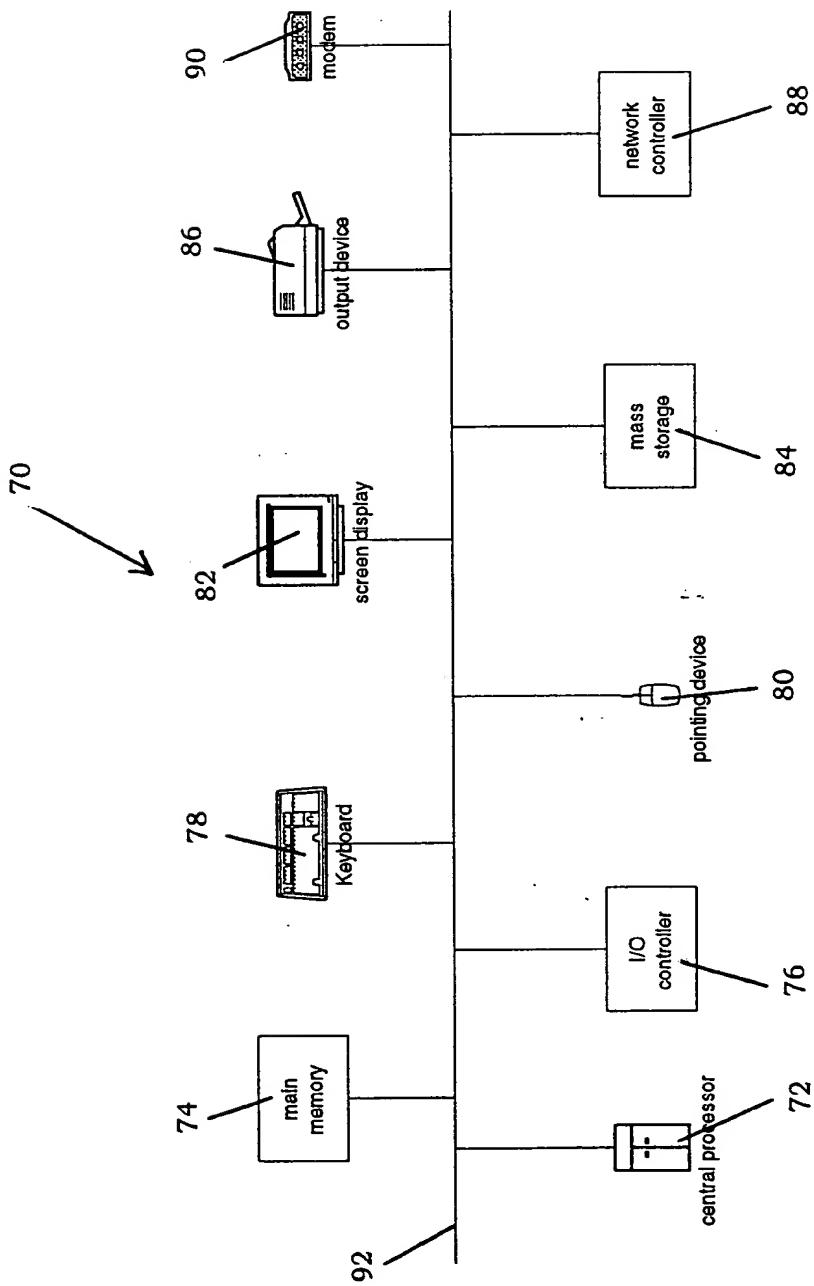


FIGURE 2

09/674469

3/26

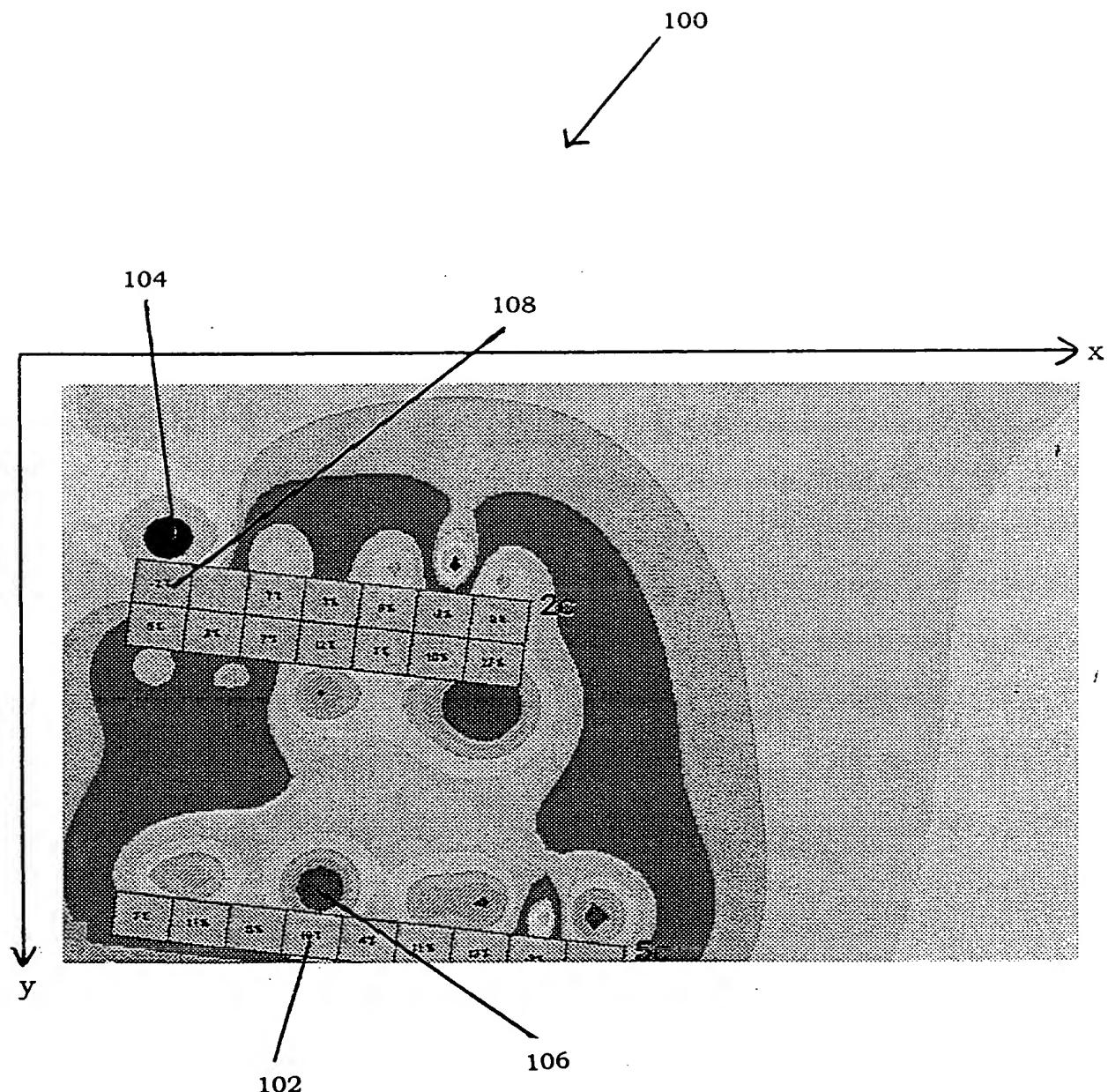


FIGURE 3

09/674469

4/26

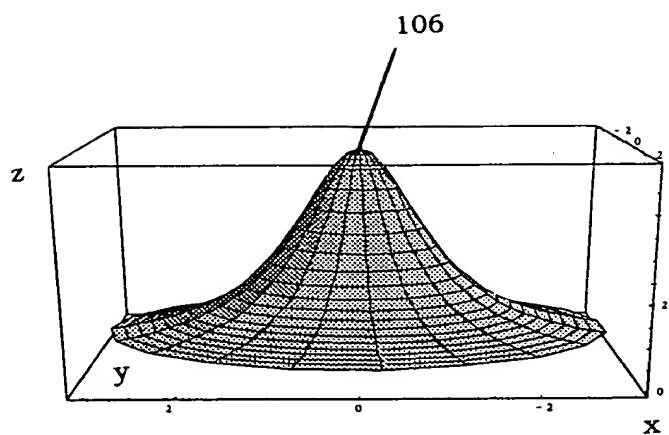


FIGURE 4

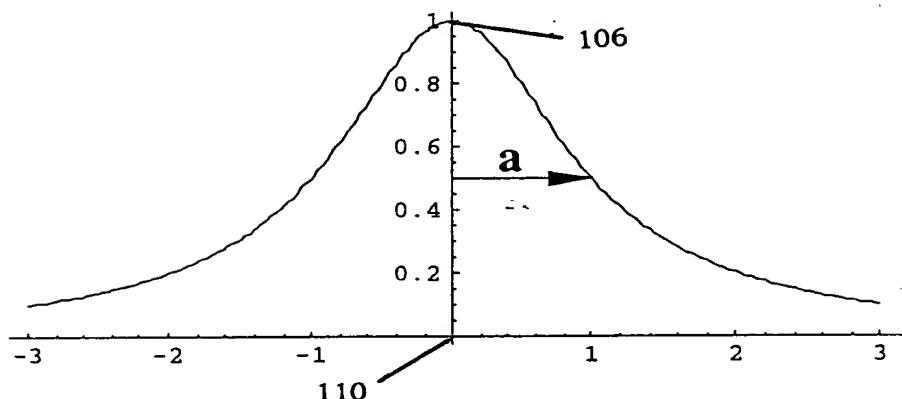


FIGURE 5

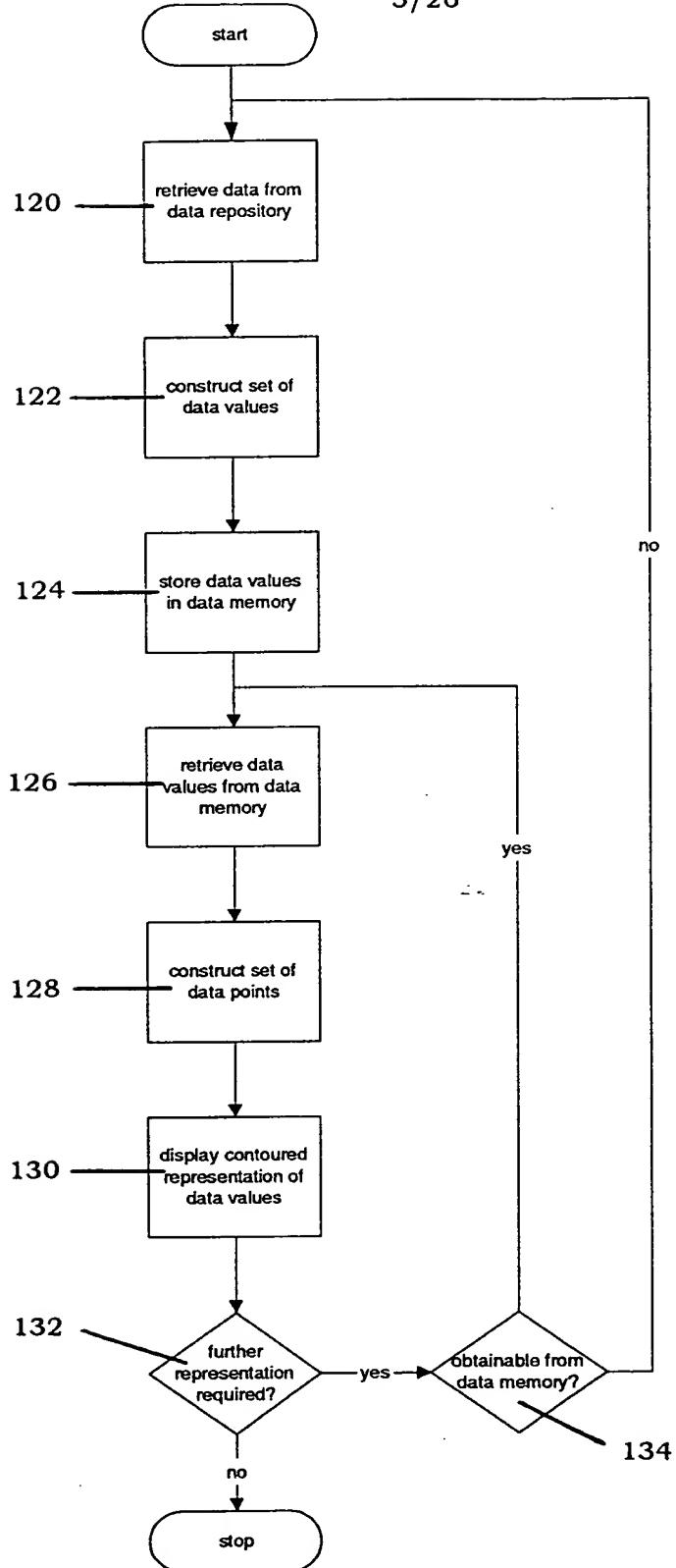


FIGURE 6

09/674469

6/26

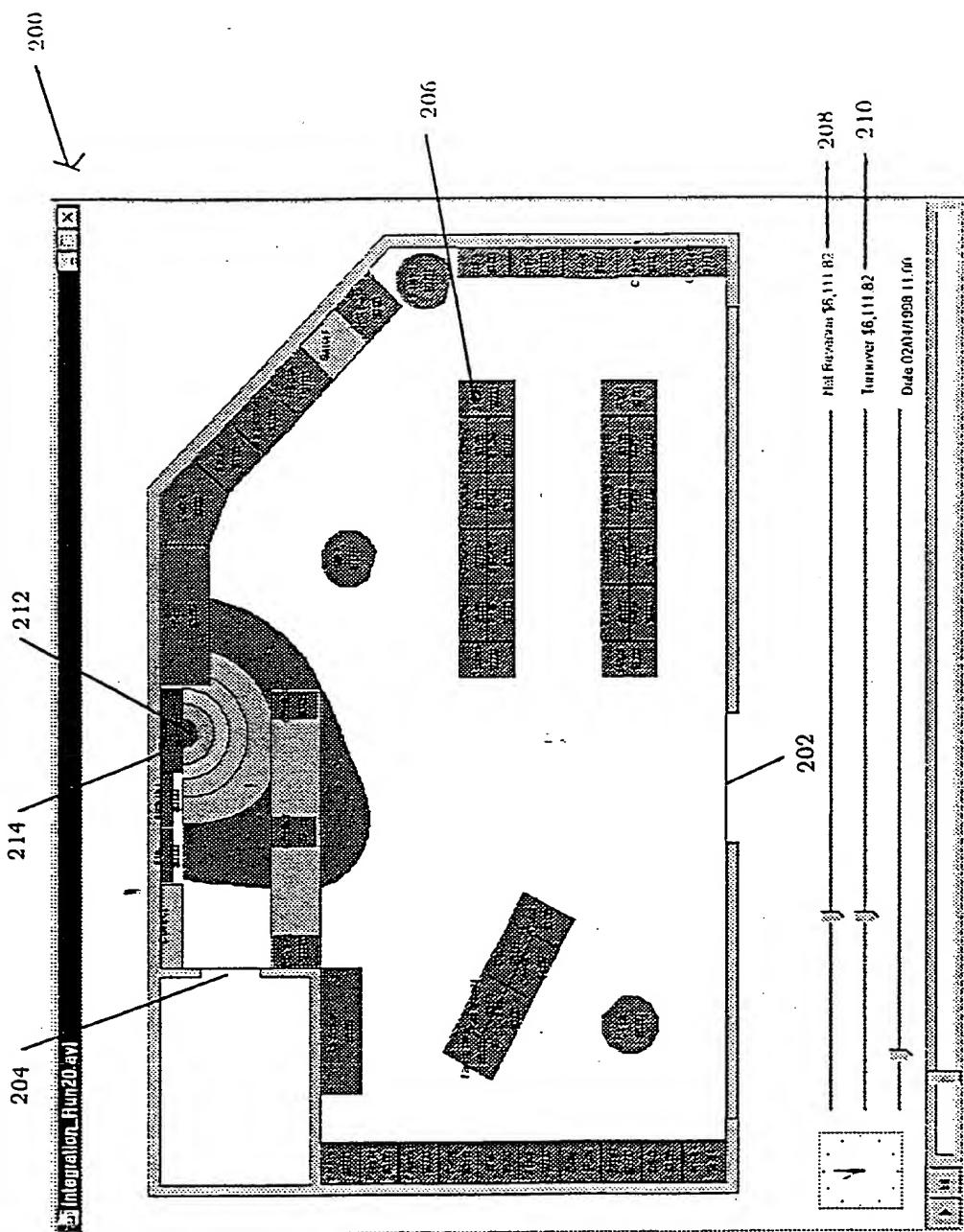


FIGURE 7

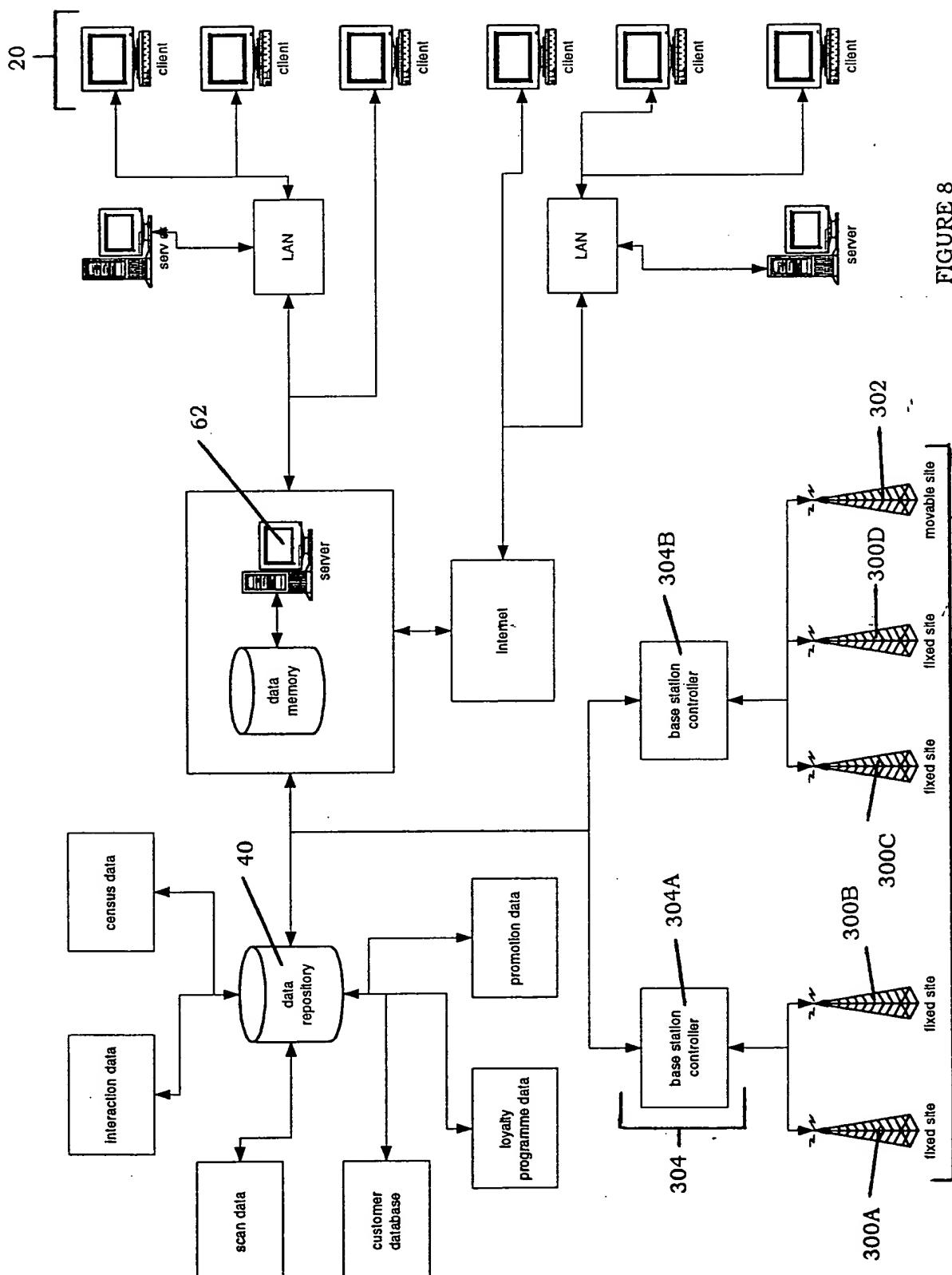


FIGURE 8

09/674469

8/26

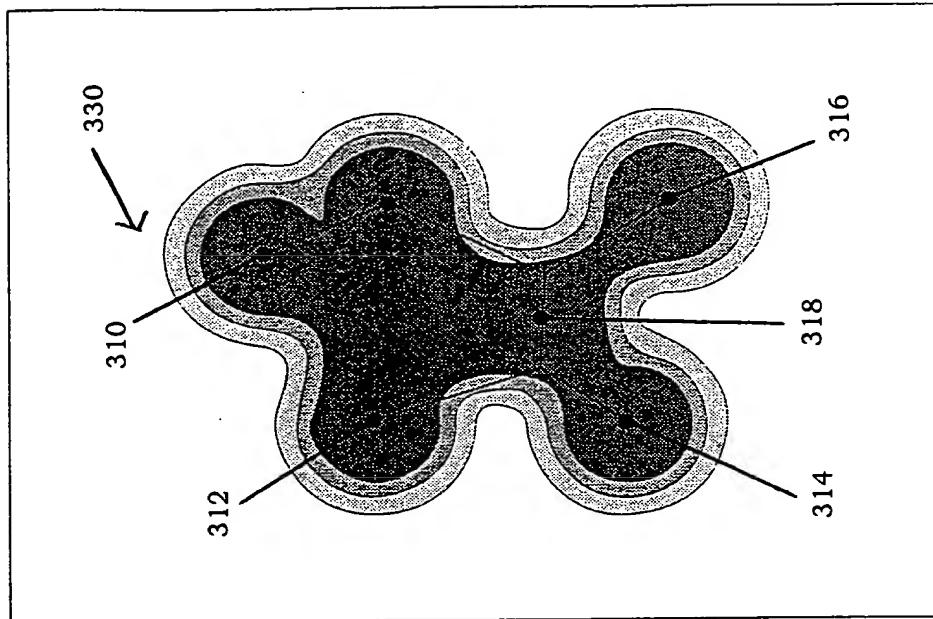


FIGURE 10

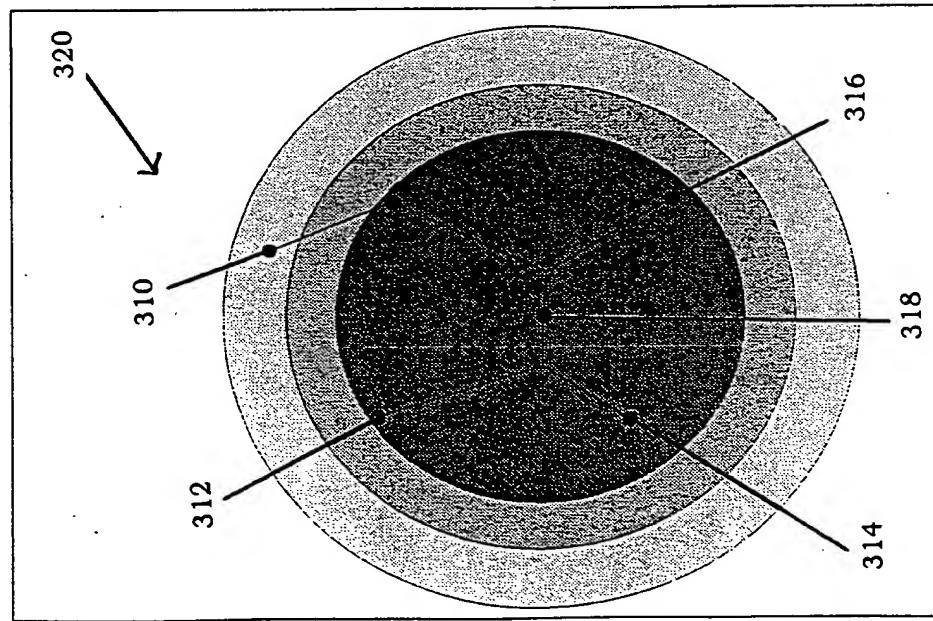
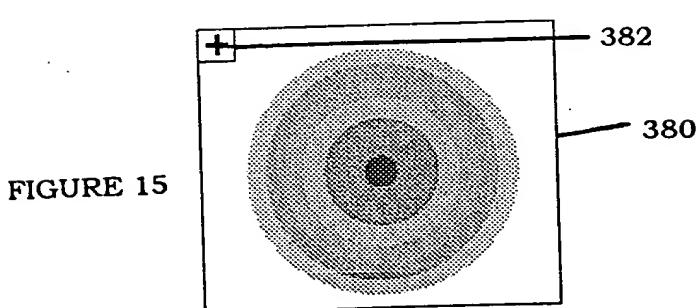
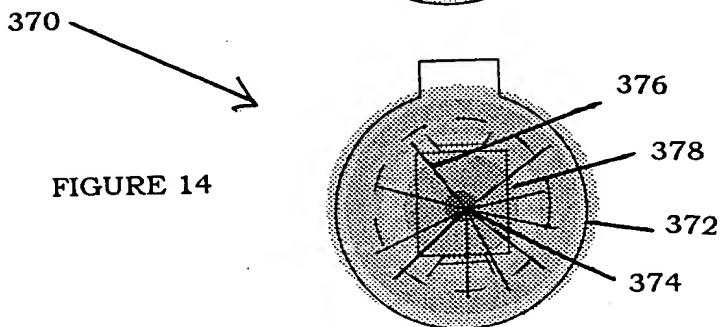
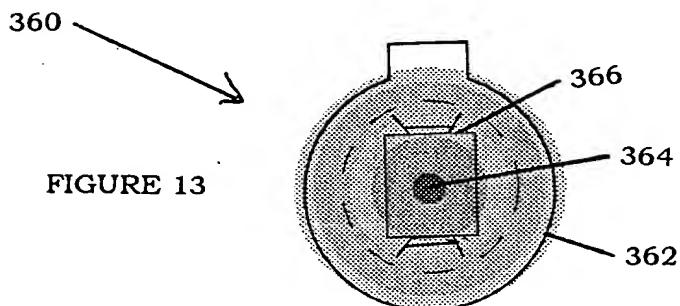
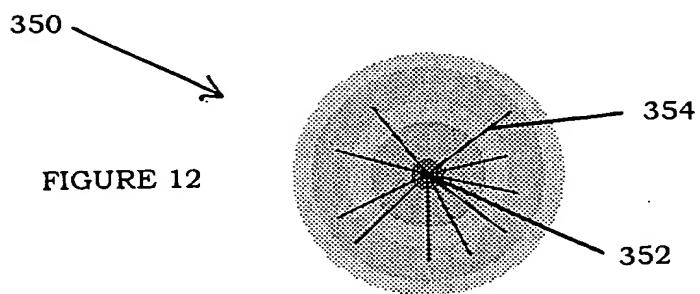
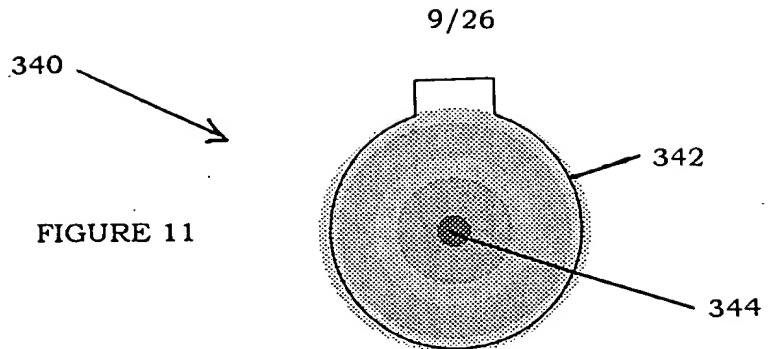


FIGURE 9

09/674469



09/674469

09/674469

10/26

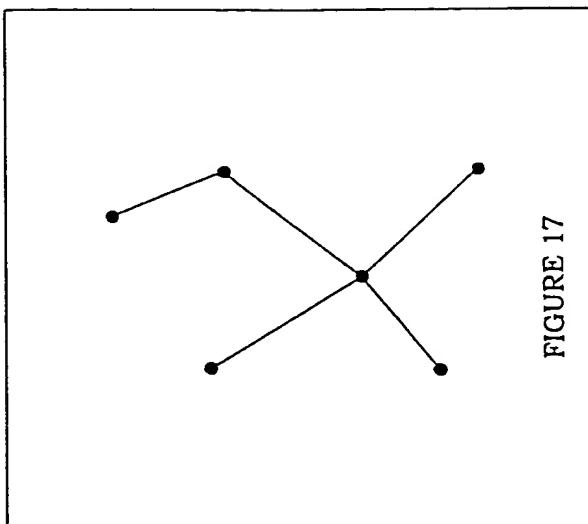


FIGURE 17

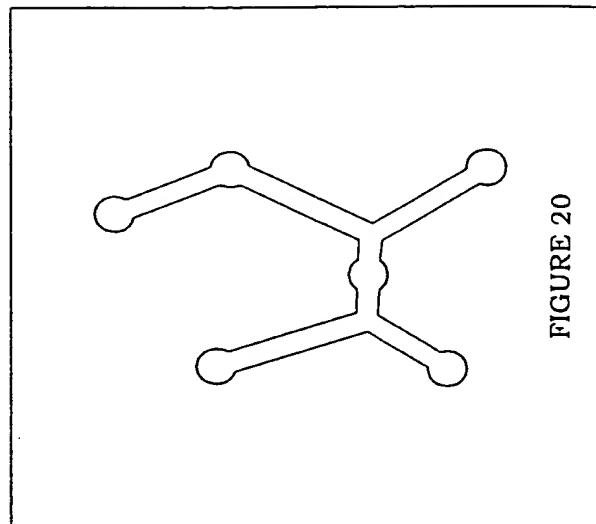


FIGURE 20

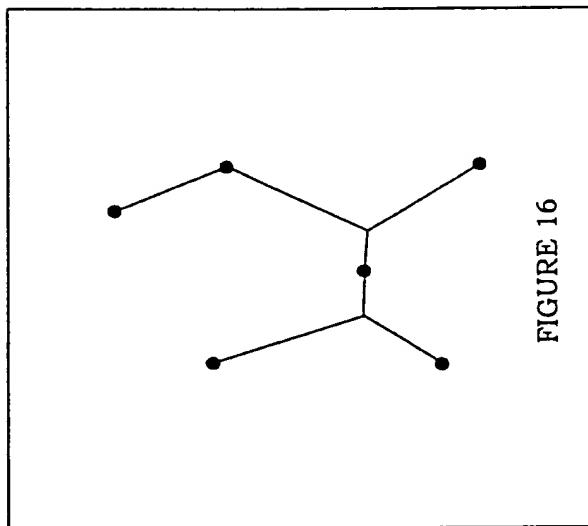


FIGURE 16

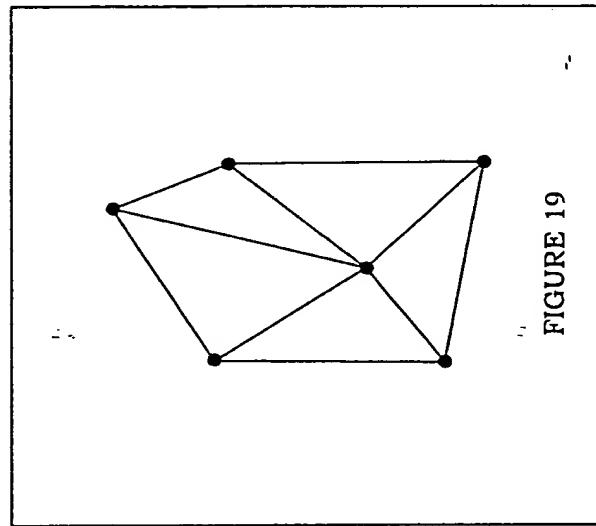


FIGURE 19

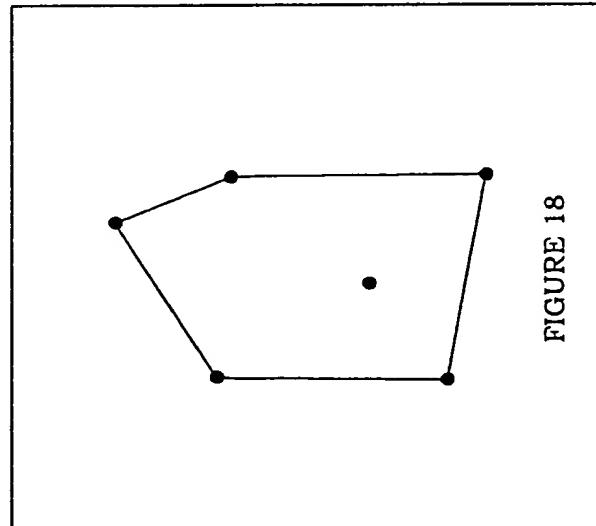
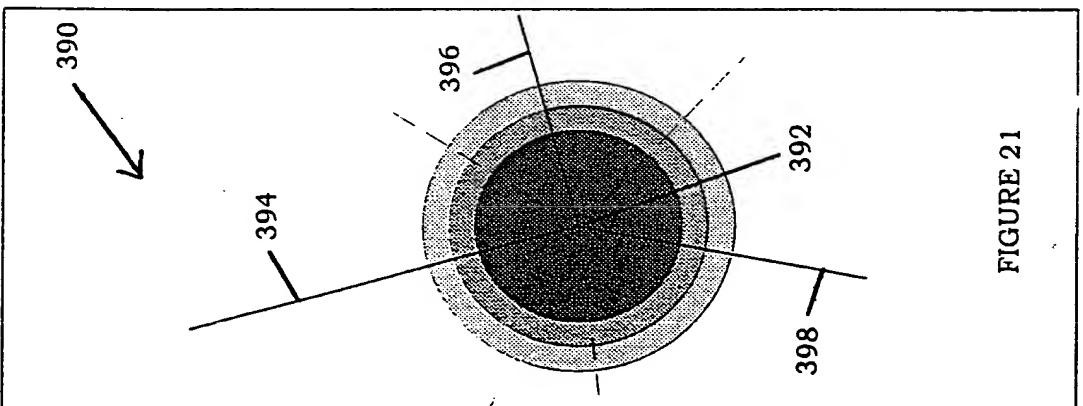
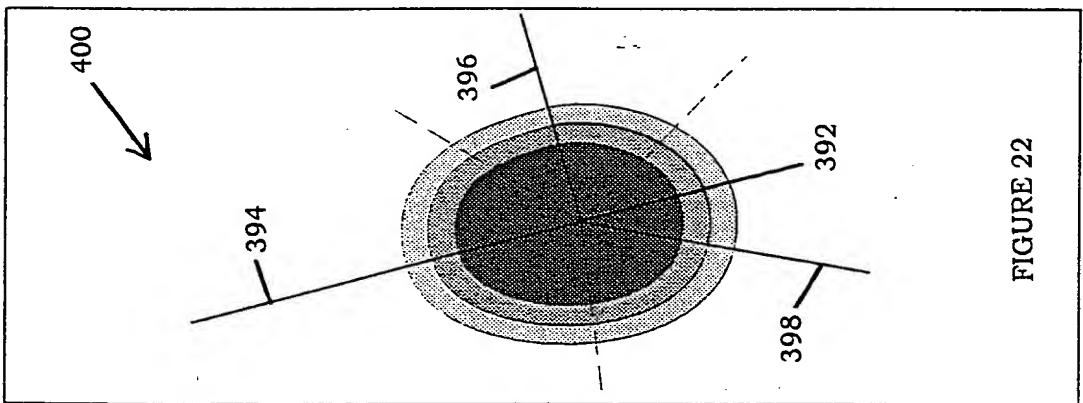
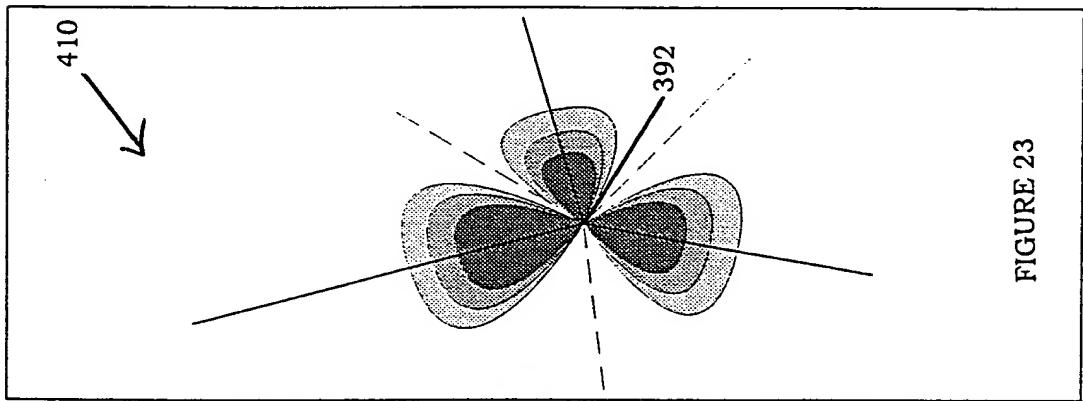
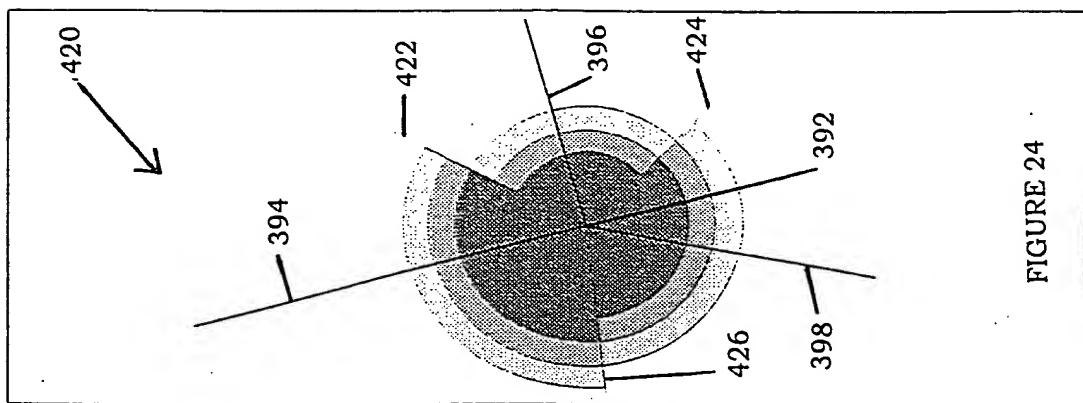


FIGURE 18

09/674469

11/26



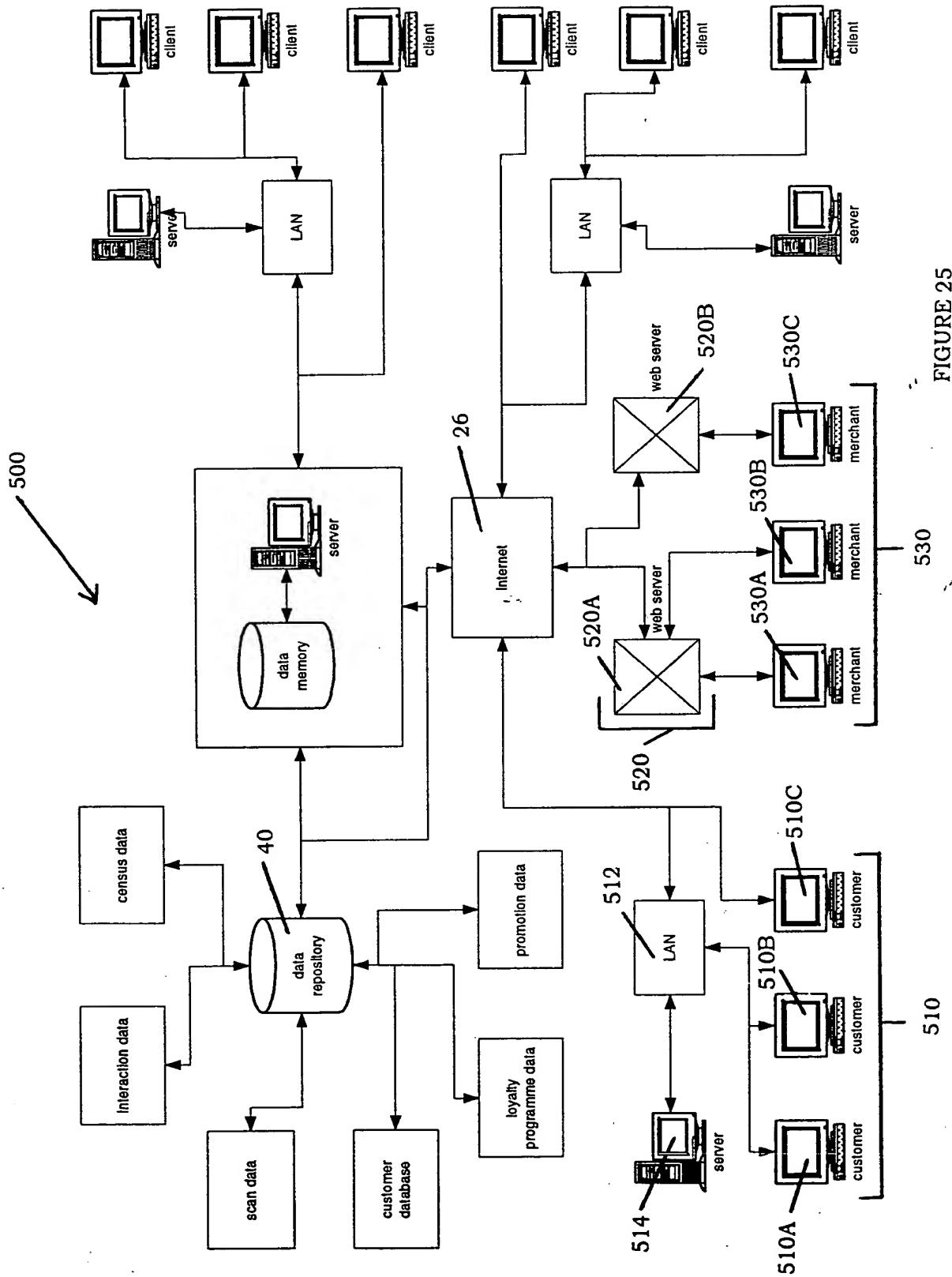


FIGURE 25

09/674469

13/26

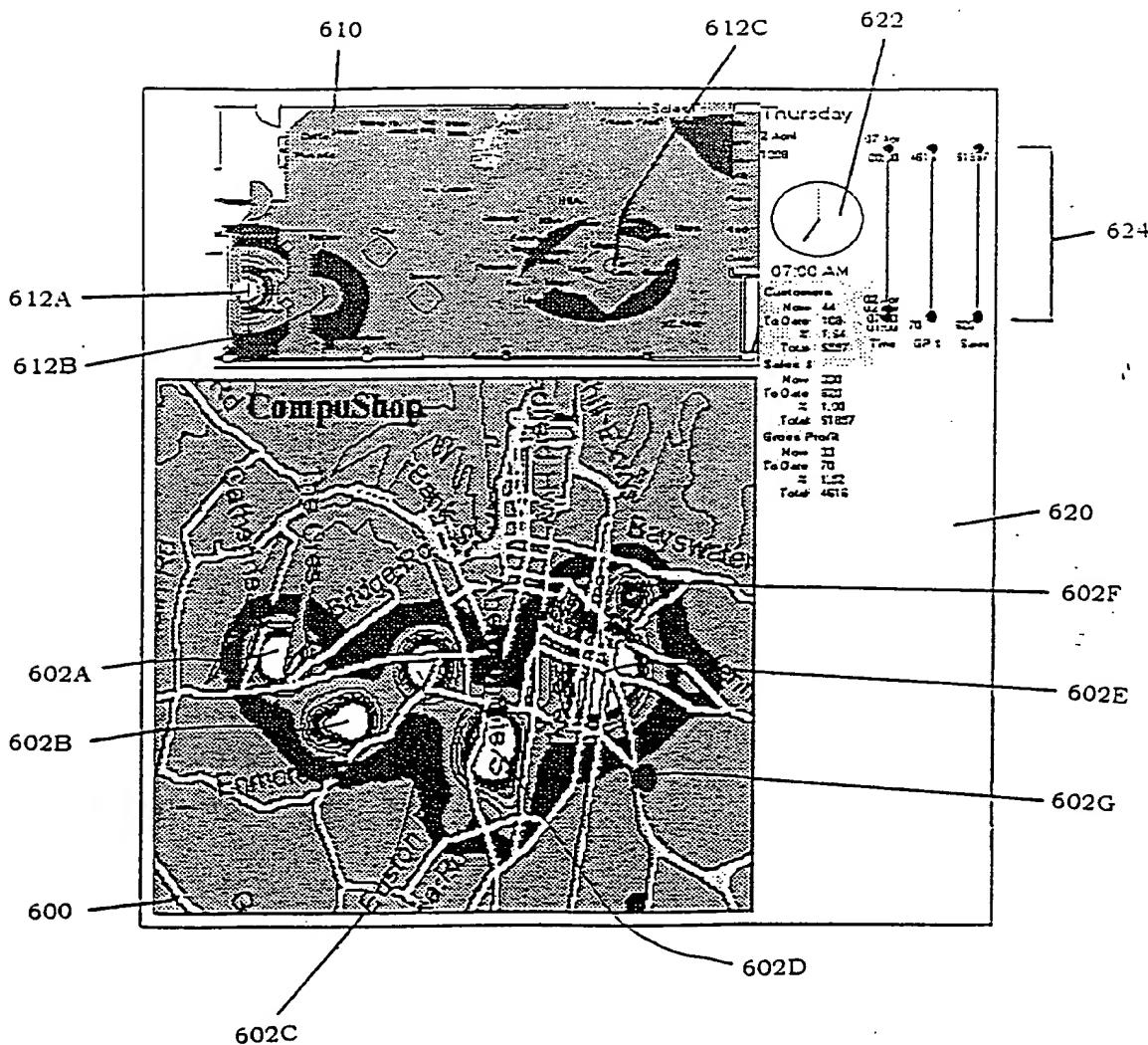


FIGURE 26

09/674469

14/26

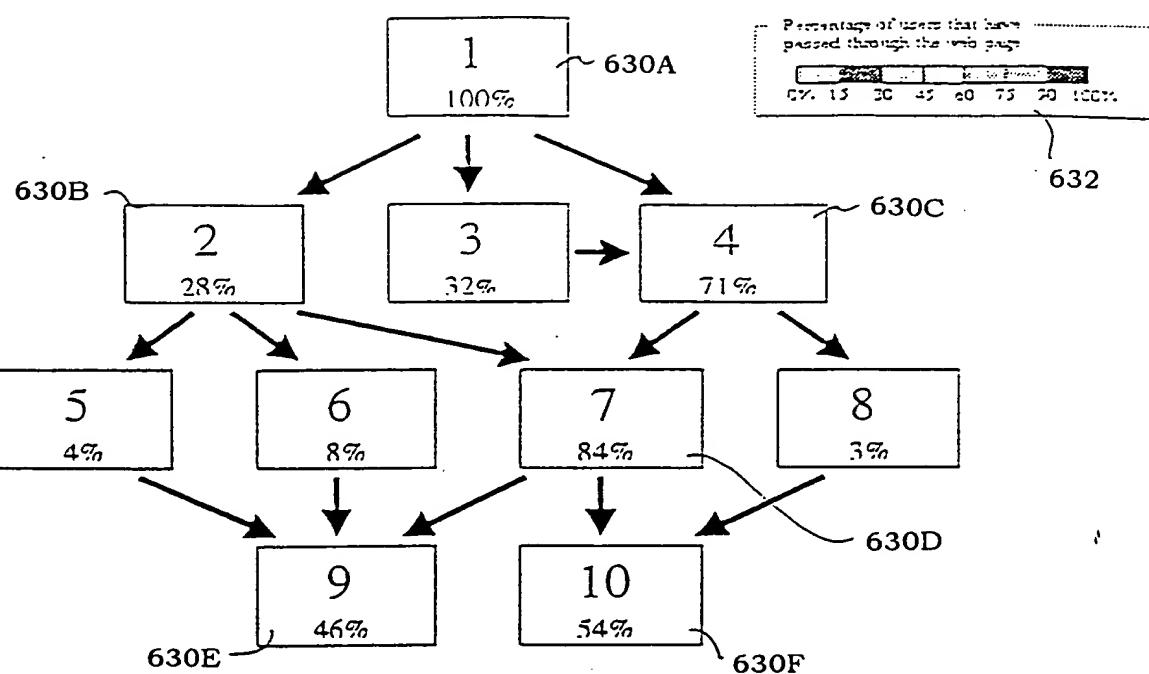


FIGURE 27

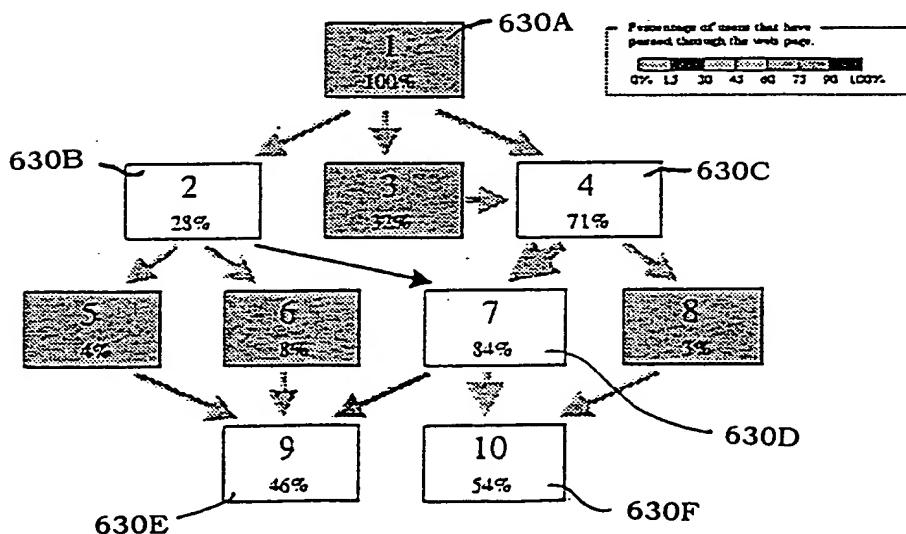


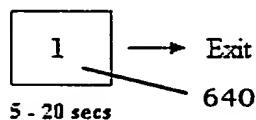
FIGURE 28

09/674469

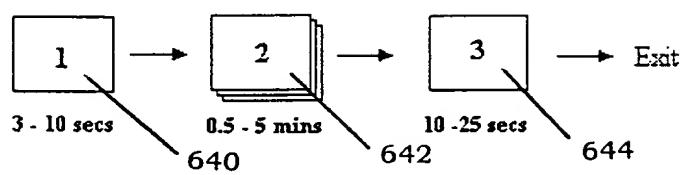
15/26

Site Usage Patterns

Pattern 1 (31% of users)



Pattern 2 (12% of users)



Pattern 3 (7% of users)

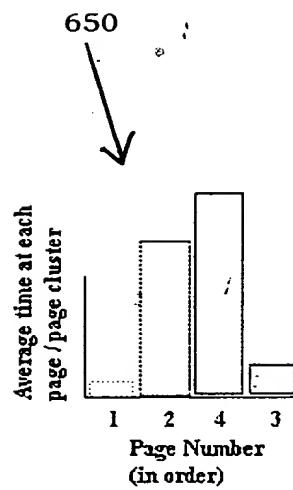
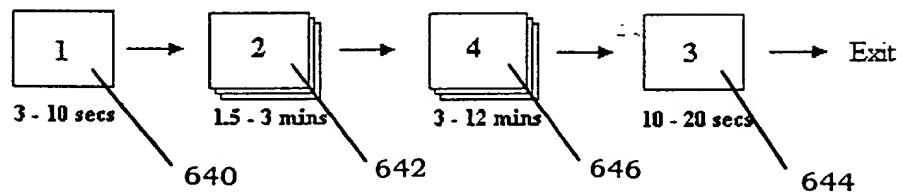


FIGURE 29

09/674469

16/26

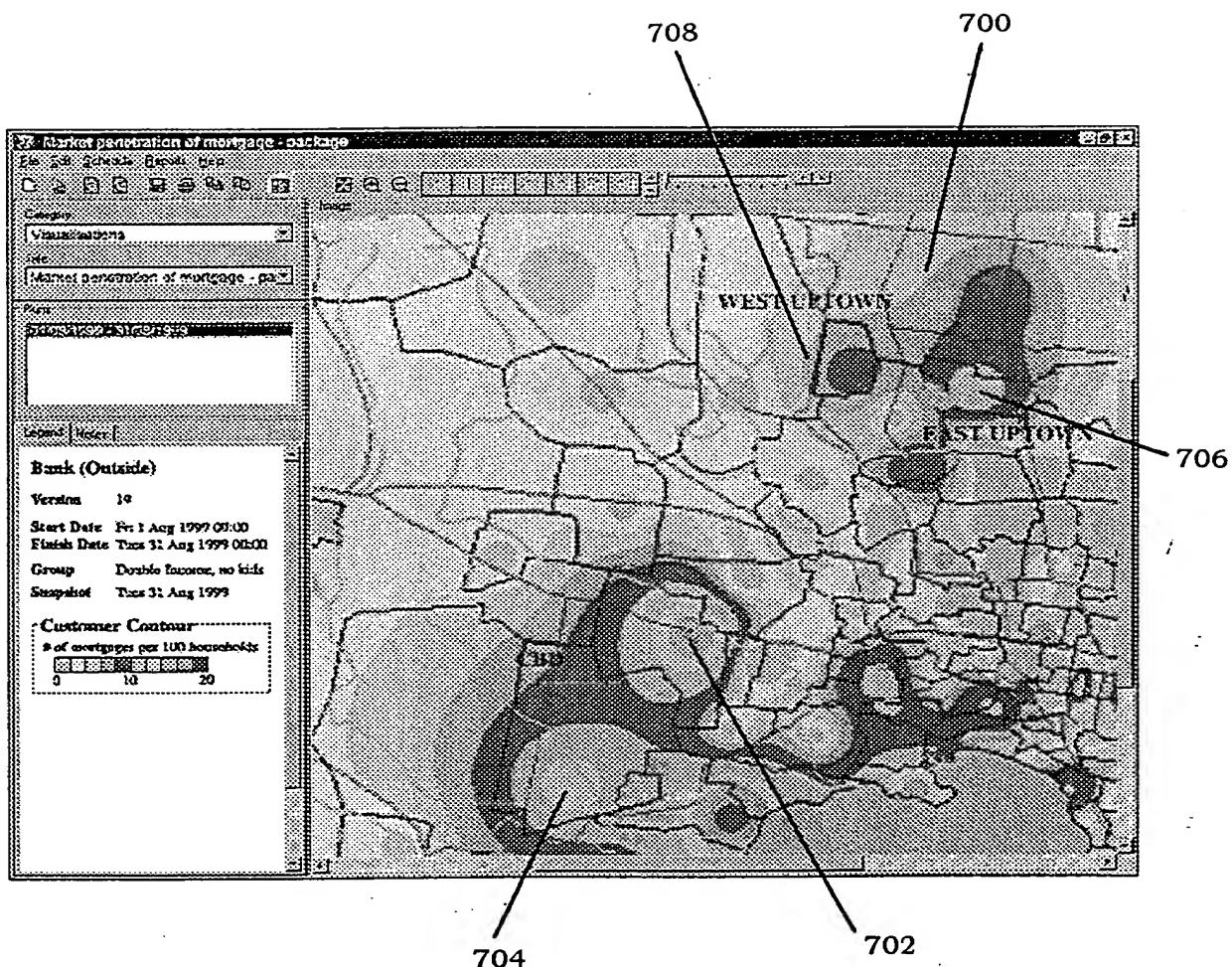


FIGURE 30

09/674469

17/26

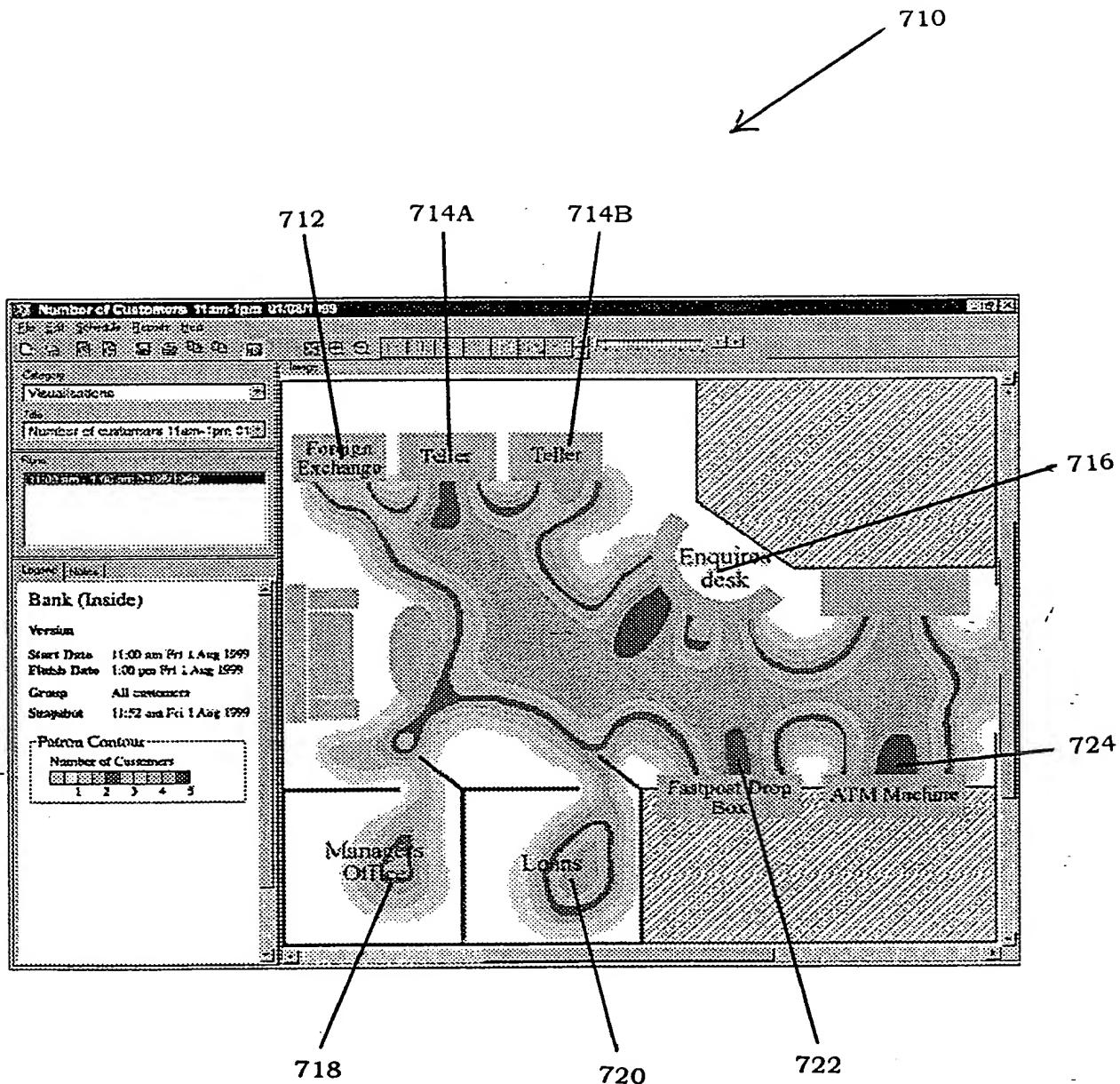


FIGURE 31

09/674469

18/26

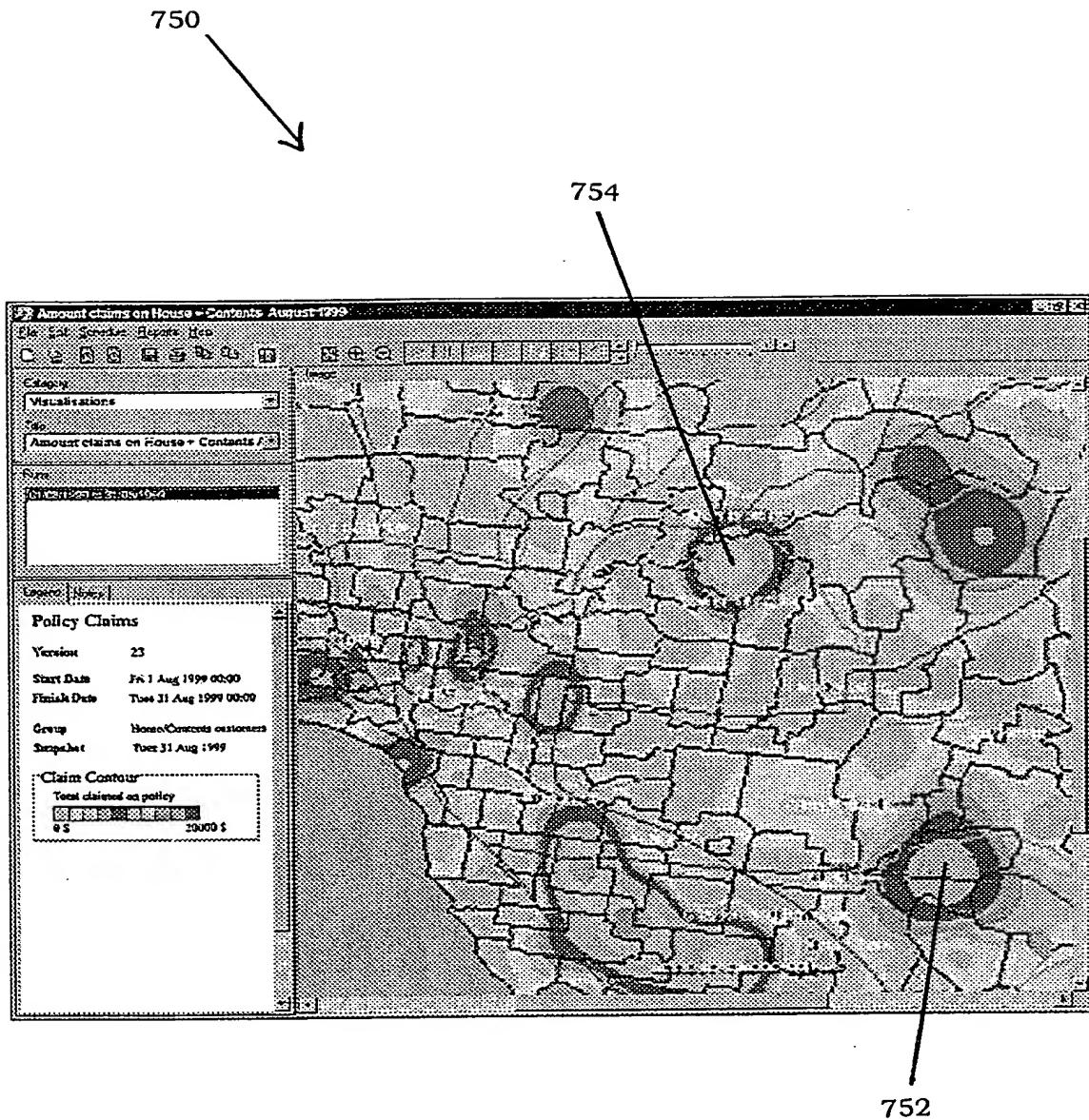


FIGURE 32

09/674469

19/26

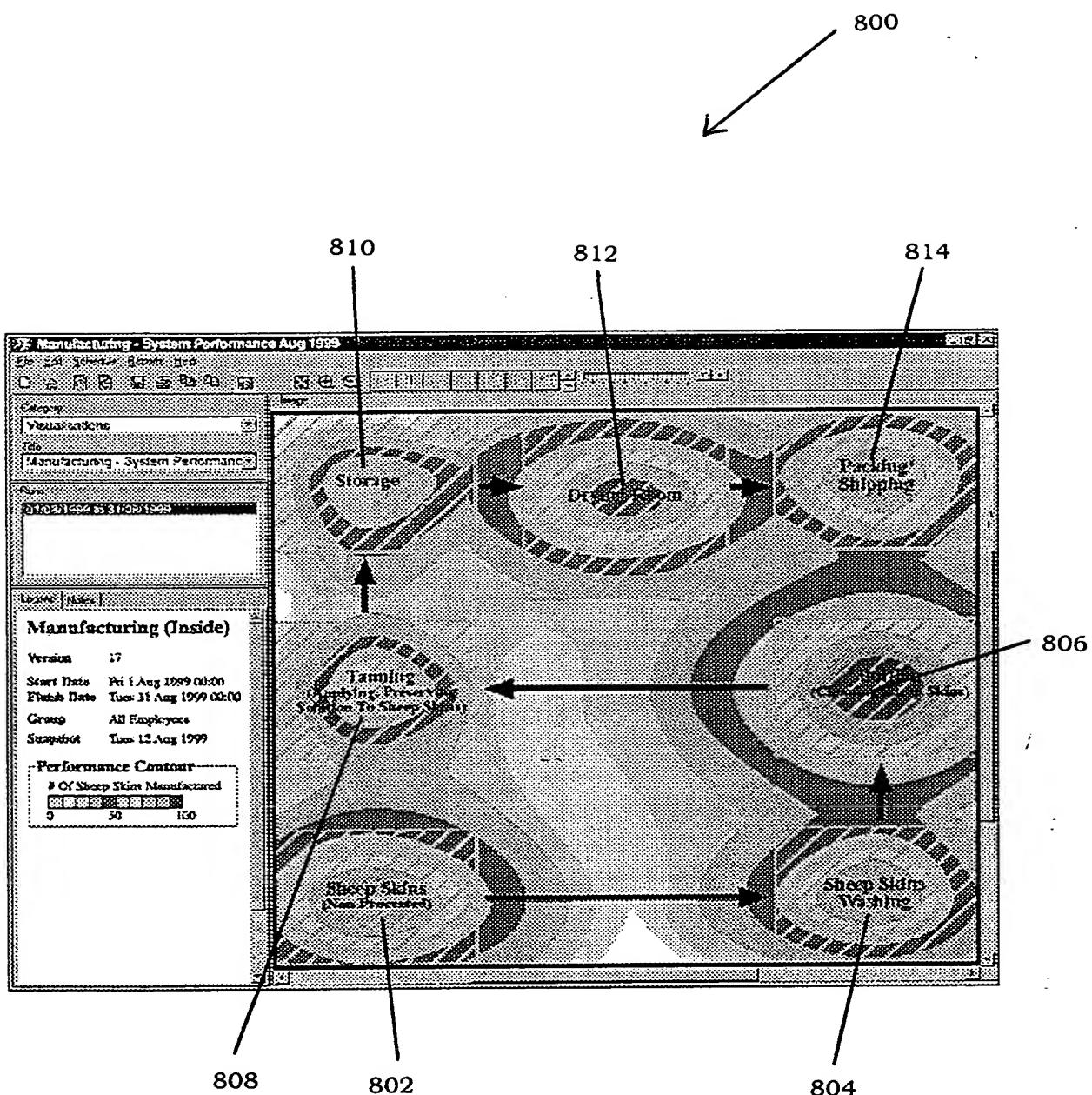


FIGURE 33

09/674469

20/26

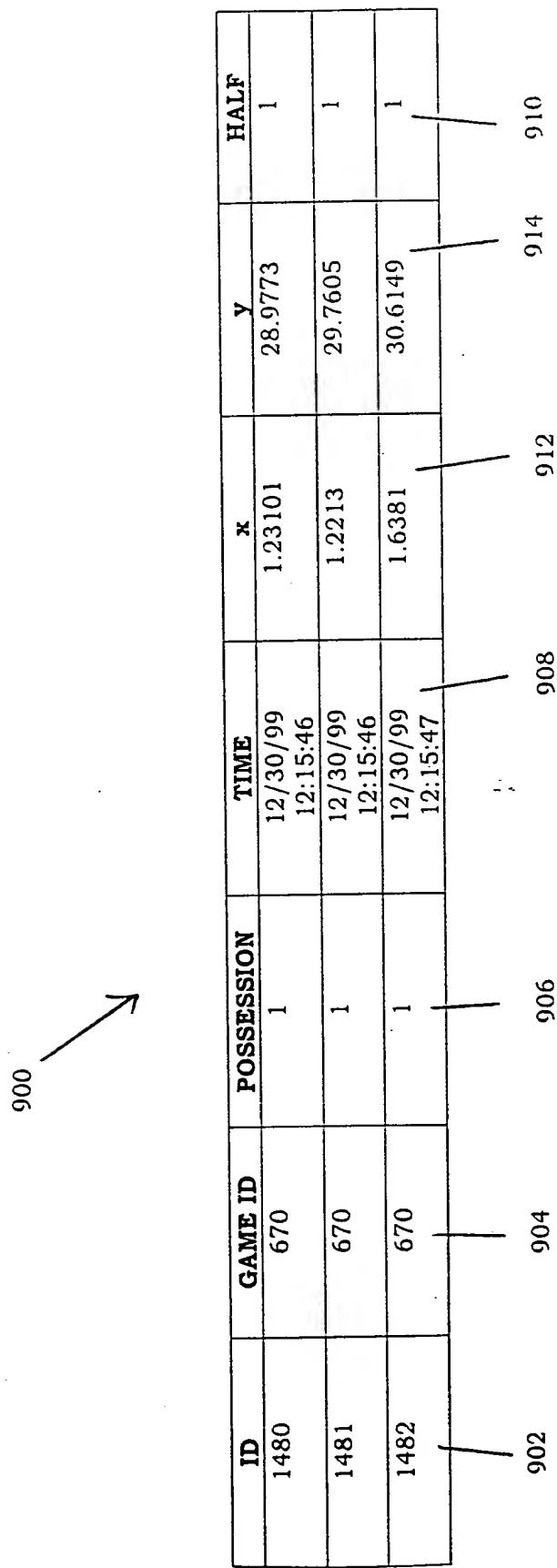


FIGURE 34

09/674469

21/26

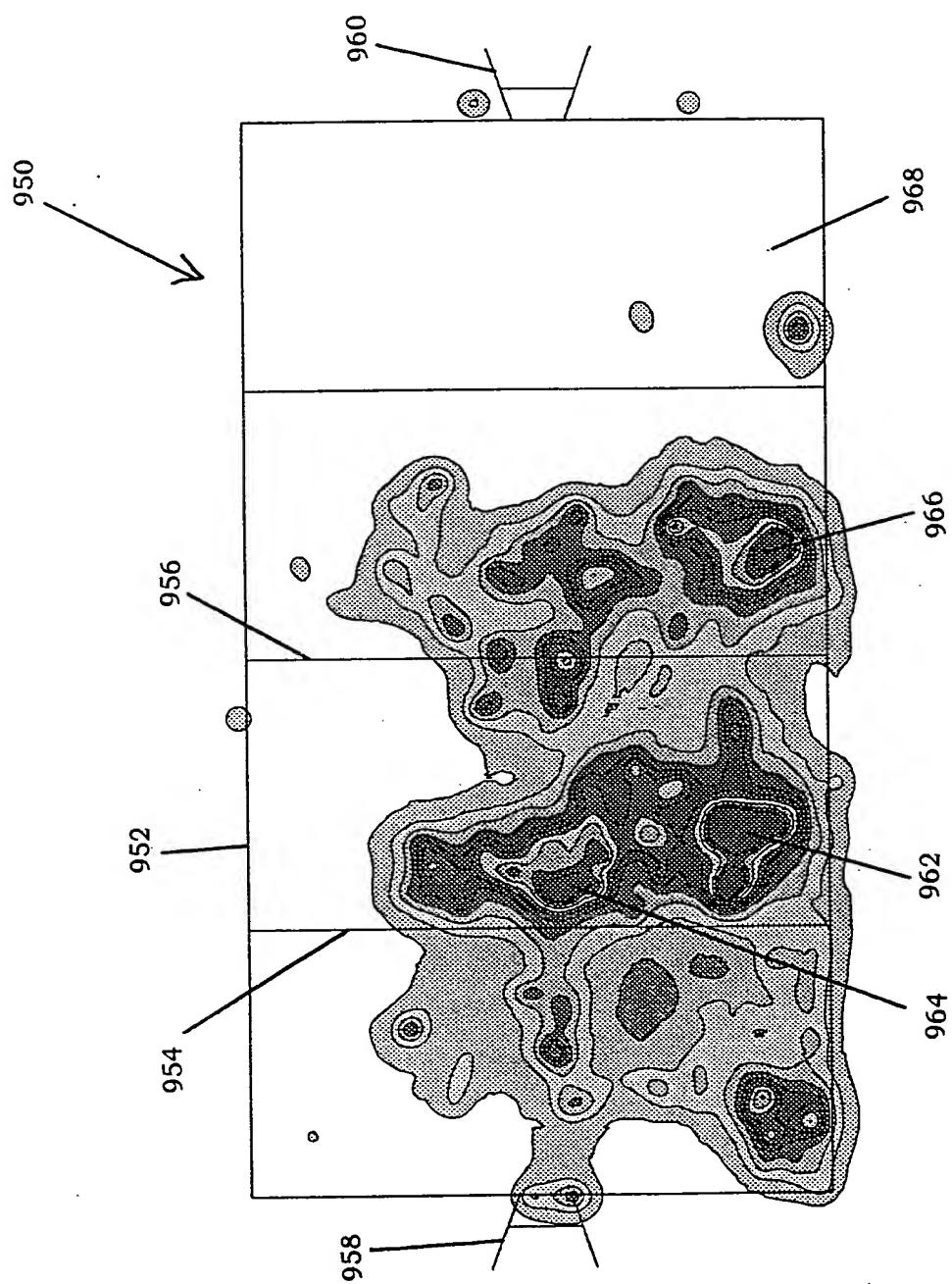


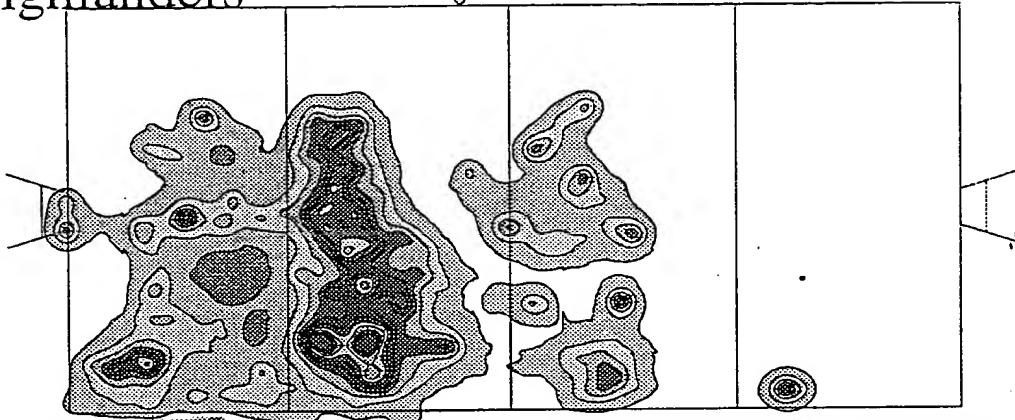
FIGURE 35

09/674469

22/26

Possession & Territory Visualisation (1st half of the
Highlander/Hurricane match)

Highlanders



Hurricanes

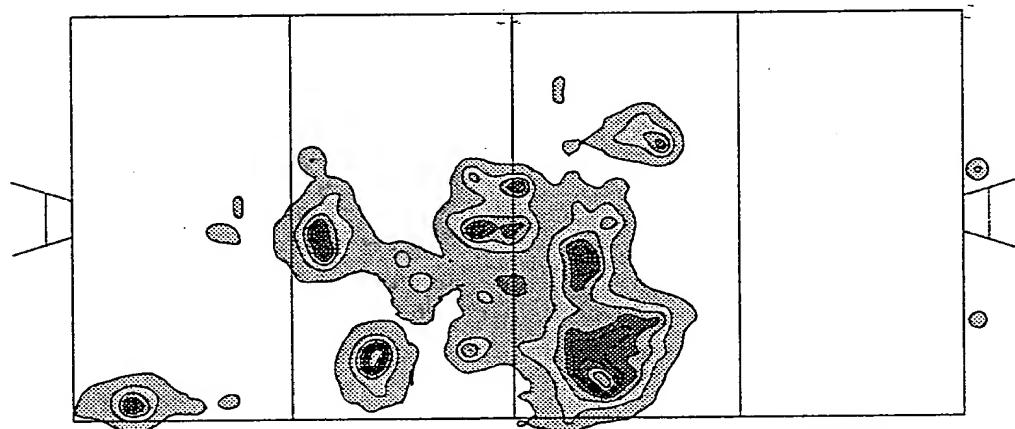


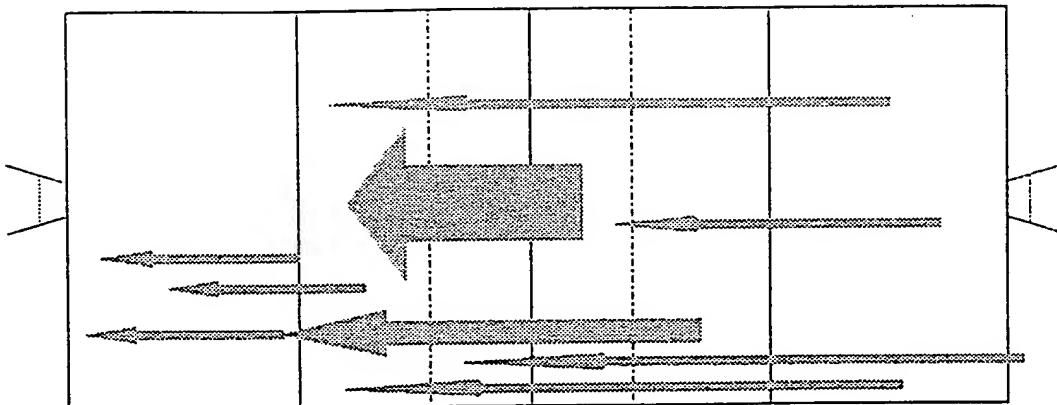
FIGURE 36

09/674469

23/26

Visualising Breaks

Example: for entire team, backs or forwards.



Example: for backs

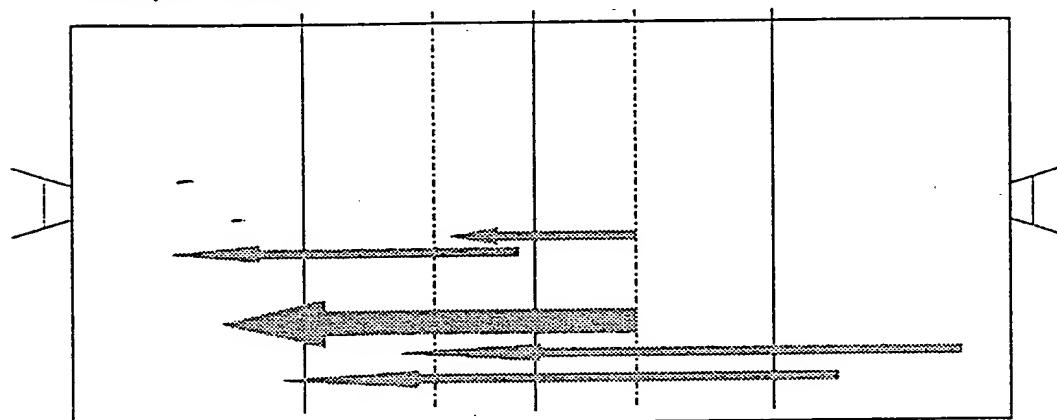


FIGURE 37

09/674469

24/26

Rucks and/or Mauls

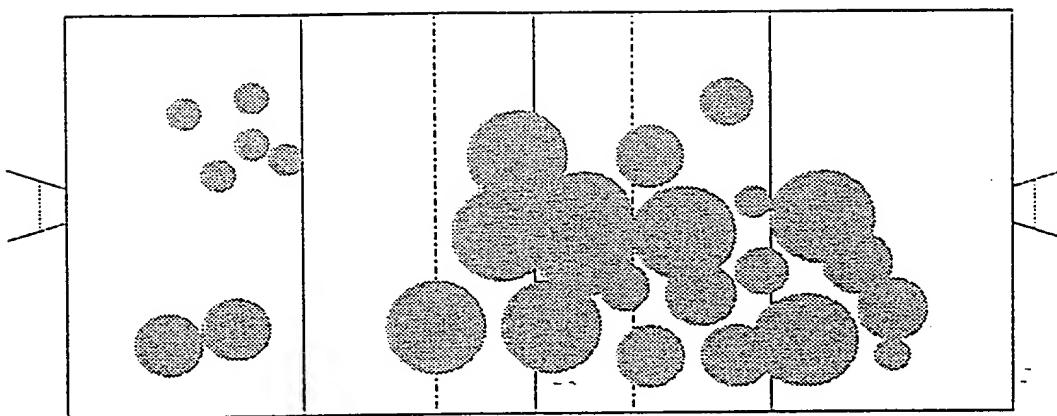


FIGURE 38

09/674469

25/26

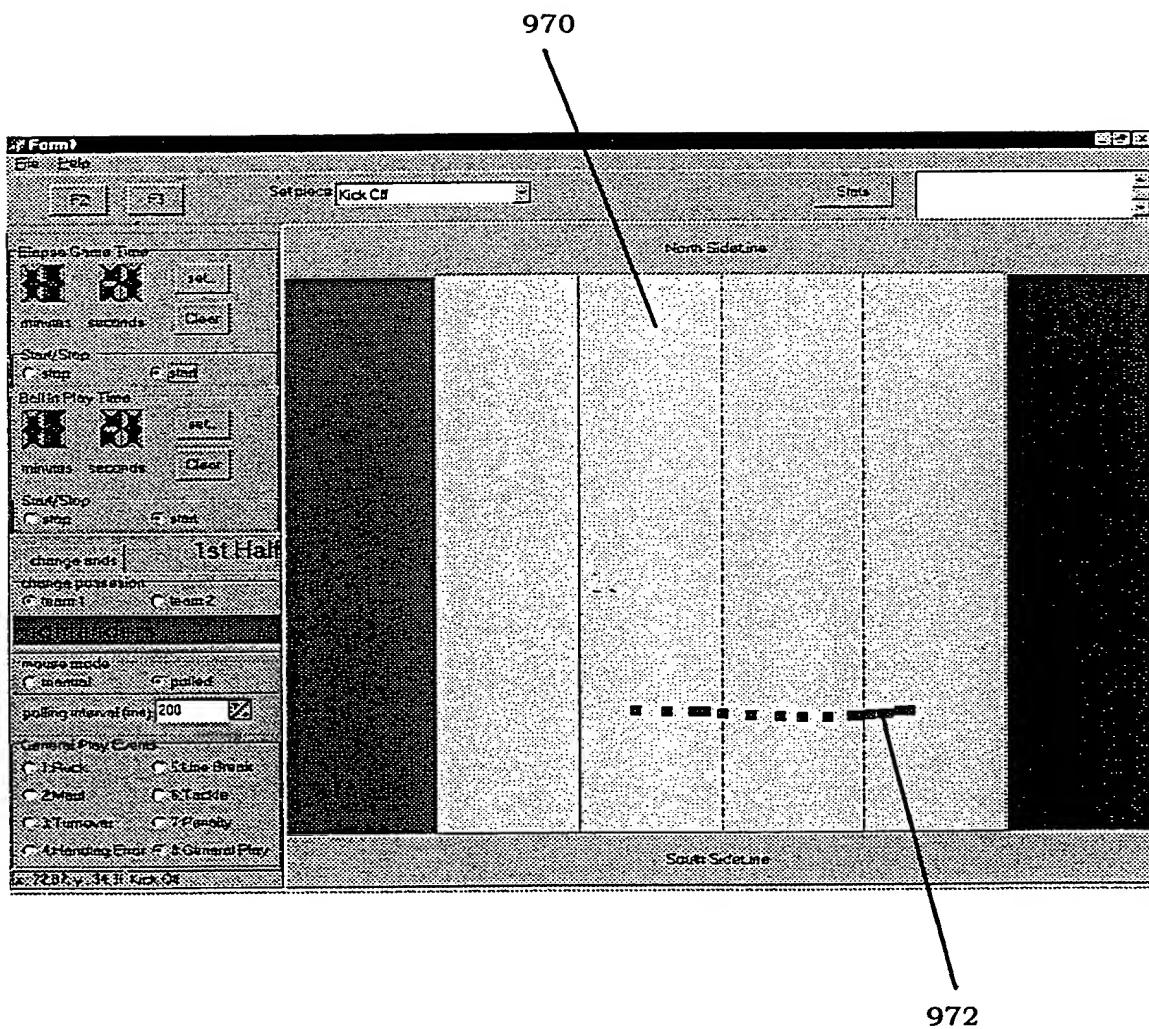


FIGURE 39

09/674469

26/26

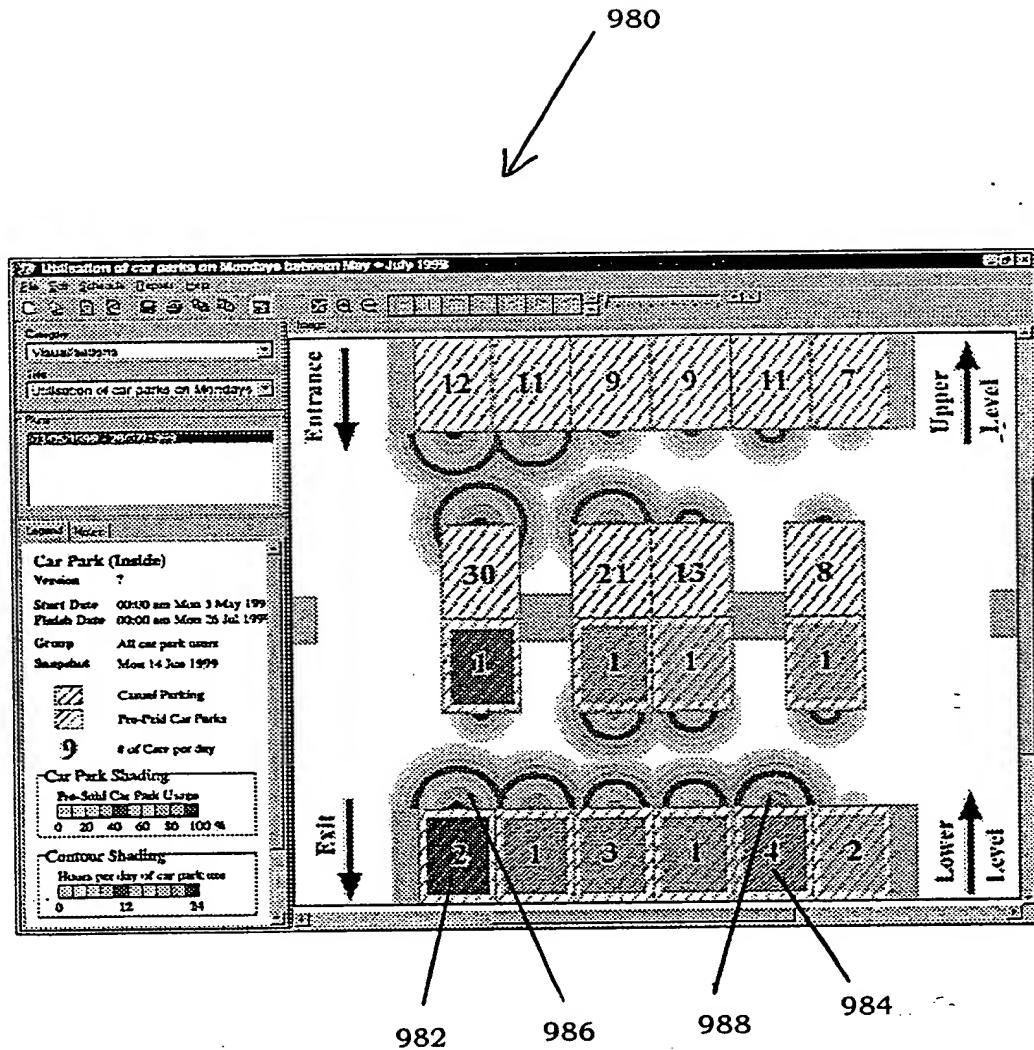


FIGURE 40